Order / Rev: 35867 Alt Order #: 08802396 Product Desc: ISSUE

Estimate:

Flight Dates:

10/17/12 - 10/23/12 09/26/12 / 09/26/12 Original Date / Rev:

Order Type:

Name:

Name:

GENERAL

Nebo Media

Jessica Murray

Buying Contact:

Billing Contact:

3299 K Street NW

Washington, DC 20007

Demographic:

Product Codes:

Priority:

Revenue Codes:

NRSC New Business Thru: A35+

PQ4

LV2

AGY, POL, ISS

KLAS

Mike Jones

K-WAS

National

Cash

Broadcast

EOM/EOC

Primary AE:

Sales Office:

Sales Region:

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

09/04/11

Order Separation: 00:10:00

Advertiser External ID:

Agency External ID:

Bill Plan

Advertiser

Orders

Agency

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	56	\$81,900.00	\$69,615.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating	
October 2012	56	\$81,900.00	\$69,615.00	0.00	
Totals	56	\$81,900.00	\$69,615,00	0.00	

Account Executives

Account Executive Sales Office Sales Region Start Date / End Date Order % Start Of Order - End Of Order 100% Mike Jones

Order Share	Share	Total
KLAS	31%	\$81,900.00
Market	100%	\$264,193,55

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	18%	\$47,554.84
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	17%	\$44,912.90
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1	8	10/17/12	10/19/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	WTF	:30	2 5	\$1,200.00LV1	0.00 NM	2	\$2,400.00
	NEWS	3											
	St	art Date	End Date	Weekdays Sr	ots/Week	<u>Rate</u>	Rating						
V	Veek: 10	0/15/12	10/21/12	WTF	2	\$1,200.00	0.00						
2	8	10/22/12	10/23/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	MT	:30	2 5	\$1,200.00LV1	0.00 NM	2	\$2,400.00

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KLAS

Order / Rev:

35867

Advertiser:

NRSC

Alt Order #:

08802396

Product Desc: ISSUE

SSUE

Flight Dates:

10/17/12 - 10/23/12

Estimate:

Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End **Inventory Code NEWS** Spots/Week Rating Start Date **End Date** Weekdays Rate 0.00 Week: 10/22/12 10/28/12 MT----2 \$1,200.00 2 \$1,000.00LV1 2 \$2,000.00 CBS This Morning 7-9a CM 7-9a --WTF--:30 0.00 NM 3 10/17/12 10/19/12 **CBS This Morning EARLY SHOW** Spots/Week Rating **Weekdays** Rate Start Date End Date 0.00 --WTF--2 \$1,000.00 Week: 10/15/12 10/21/12 \$1,000.00 \$1,000.00LV1 0.00 NM 7-9a MT----:30 10/22/12 10/23/12 CBS This Morning 7-9a CM **CBS This Morning EARLY SHOW End Date** Spots/Week Rate Rating Start Date **Weekdays** MT----1 \$1,000.00 0.00 Week: 10/22/12 10/28/12 --WTF--:30 \$850.00LV2 0.00 NM \$1,700.00 10/17/12 10/19/12 Live w/Kelly CM 9-10a 8 Live With Regis & Kelly **KELLY** Rating **Start Date End Date Weekdays** Spots/Week Rate 0.00 --WTF--\$850.00 10/21/12 Week: 10/15/12 \$850.00LV2 0.00 NM 1 \$850.00 MT----:30 CM 9-10a 10/22/12 10/23/12 Live w/Kelly Live With Regis & Kelly **KELLY** <u>Rate</u> Rating Spots/Week **Weekdays** Start Date End Date MT----\$850.00 0.00 10/28/12 Week: 10/22/12 \$4,500.00 :30 \$4,500.00LV1 0.00 NM 1 10/22/12 10/23/12 Y&R CM 11a-12p MT----Young & Restless Y&R Spots/Week Rating Start Date **End Date** Weekdays Rate MT----\$4,500.00 0.00 Week: 10/22/12 10/28/12 \$850.00LV2 0.00 NM 2 \$1,700.00 :30 12-1230p --WTF--10/17/12 10/19/12 8 News Now Noon M-F CM 10 8 News Now Noon M-F **NEWS** Spots/Week Rating Rate Start Date **End Date** Weekdays --WTF--\$850.00 0.00 Week: 10/15/12 10/21/12 2 \$1,700.00 :30 \$850.00LV2 0.00 NM 10/22/12 10/23/12 8 News Now Noon M-F CM 12-1230p MT----8 11 8 News Now Noon M-F **NEWS** Rating Start Date **End Date** Weekdays Spots/Week Rate MT----\$850.00 0.00 10/28/12 Week: 10/22/12 \$900.00LV2 0.00 NM \$900.00 --WTF--:30 10/17/12 10/19/12 1230-2p Soaps/ LMAD CM 1230-2p 12 Soaps / Let's Make A Deal **SOAPS** Rating Spots/Week Rate Start Date **End Date Weekdays** --WTF--\$900.00 0.00 Week: 10/15/12 10/21/12 \$900.00 1230-2p Soaps/ LMAD CM 1230-2p MT----:30 \$900.00LV2 0.00 NM 1 10/22/12 10/23/12 13 8 Soaps / Let's Make A Deal SOAPS **End Date** Start Date Weekdays Spots/Week Rate Rating 0.00 Week: 10/22/12 10/28/12 MT----\$900.00 \$900.00LV2 0.00 NM \$900.00 :30 --WTF--10/17/12 10/19/12 The Talk 2-3P CM 2-3p The Talk **TALK** Rating Spots/Week Rate Start Date **End Date Weekdays** --WTF--\$900.00 0.00 10/21/12 Week: 10/15/12 MT----:30 \$900.00LV2 0.00 NM 1 \$900.00 10/22/12 10/23/12 The Talk 2-3P CM 2-3p 8 The Talk **TALK** Spots/Week Rate Rating Start Date **End Date Weekdays** \$900.00 0.00 Week: 10/22/12 10/28/12 MT----2 \$1,000.00LV2 0.00 NM 2 \$2,000.00 :30 10/17/12 10/19/12 Ellen CM 3-4p --WTF--Ellen **ELLEN**

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Order / Rev:

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Advertiser:

NRSC

Alt Order #:

08802396

Product Desc:

Flight Dates:

10/17/12 - 10/23/12

Estimate:

ISSUE KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
16	8	10/17/1	2 10/19/12	Ellen	CM	3-4p	WTF	:30	2 \$1,000.00LV2	0.00 NM	2	\$2,000.00
				Ellen								
E	ELLEN					_						
		art Date	End Date		Spots/Week	Rate	Rating					
	ek: 10		10/21/12	WTF		\$1,000.00	0.00	.20	4 64 000 001 \(\text{2} \)	O OO NINA	4	\$1,000.00
17	8	10/22/1	2 10/23/12	Ellen Ellen	CM	3-4p	MT	:30	1 \$1,000.00LV2	U.UU INIVI	1	\$1,000.00
F	ELLEN			Ellett								
_		art Date	End Date	Weekdays S	Spots/Week	Rate	Rating					
We	ek: 10		10/28/12	MT	1	\$1,000.00	0.00					
18	8	10/17/1	2 10/19/12	8 News Now 4p M-	F CM	4-5p	WTF	:30	2 \$1,300.00LV2	0.00 NM	2	\$2,600.00
				8 News Now 4p M-	F							
1	NEWS						.					
100		art Date	End Date	<u>Weekdays</u> S	Spots/Week	Rate	Rating 0.00					
	ek: 10		10/21/12			\$1,300.00	MT	:30	1 \$1,300.00LV2	0.00 NM	1	\$1,300.00
19	8	10/22/1	2 10/23/12	8 News Now 4p M-8 8 News Now 4p M-		4-5p	1411	.30	1 \$1,500.00LV2	U.UU INW	'	\$1,500.00
1	NEWS			o news now 4p w	1							
•		art Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating					
We	ek: 10	/22/12	10/28/12	MT	1	\$1,300.00	0.00					
20	8	10/17/1	2 10/19/12	8 News Now 5-630	p M-FCM	5-630p	WTF	:30	2 \$1,500.00LV2	0.00 NM	2	\$3,000.00
				8 News Now 5-630	p M-F							
1	NEWS											
104		art Date	End Date	<u>Weekdays</u> WTF	Spots/Week	Rate	Rating 0.00					
		/15/12	10/21/12			\$1,500.00	MT	:30	1 \$1,500.00LV2	0.00 NM	1	\$1,500.00
21	8	10/22/1	2 10/23/12	8 News Now 5-630 8 News Now 5-630		5-630p	1411	.30	1 \$1,500.00EV2	U.UU INIVI	•	Ψ1,500.00
	NEWS			0 14CW3 140W 3-030	b m-i							
·		art Date	End Date	Weekdays S	Spots/Week	Rate	Rating					
We	ek: 10		10/28/12	MT	1	\$1,500.00	0.00					
22	8	10/17/1	2 10/19/12	630-7p Inside Edition	on CM	630-7p	WTF	:30	2 \$1,300.00LV2	0.00 NM	2	\$2,600.00
				Inside Edition								
ı	N EDI				S 887	D-1-	D-ti					
106	_	art Date	End Date 10/21/12	<u>Weekdays</u> wTF	Spots/Week	<u>Rate</u> \$1,300.00	Rating 0.00					
23	8 8	10/22/1	2 10/23/12	630-7p Inside Edition		630-7p	MT	:30	1 \$1,300.00LV2	0.00 NM	1	\$1,300.00
23	•	10/22/1	2 10/23/12	Inside Edition	JII CIVI	030-7 p	1411	.50	1 \$1,000.00242	0.00 11111	•	41,000.00
1	N EDI	TION										
	<u>St</u>	art Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating					
We	ek: 10	/22/12	10/28/12	MT	1	\$1,300.00	0.00					
24	8	10/17/1	2 10/19/12	7-8p Rotator	CM	7-8p	WTF	:30	2 \$1,300.00LV2	0.00 NM	2	\$2,600.00
_				7-8p Rotator								
	ET/INS		E-10-4	Mandadaya (Casta Attack	Dete	Dating					
106		art Date 1/15/12	End Date 10/21/12	<u>Weekdays</u> wTF	Spots/Week	<u>Rate</u> \$1,300.00	Rating 0.00					
25	8			7-8p Rotator	CM	7-8p	MT	:30	1 \$1,300.00LV2	0.00 NM	1	\$1,300.00
25	0	10/22/1	2 10/23/12	7-8p Rotator	Civi	7- 0 p	1411	.00	1 41,000.00212	0.00 11111	·	4 1,000.00
1	ET/INS	IDER								į		
	<u>St</u>	art Date	End Date	Weekdays :	Spots/Week	Rate	Rating					
We	eek: 10	/22/12	10/28/12	MT	1	\$1,300.00	0.00				_	
26	8	10/17/1	2 10/19/12	8 News Now 11p M		11-1135p	WTF	:30	2 \$2,200.00LV1	0.00 NM	2	\$4,400.00
				8 News Now 11p N	1-F							
l	NEWS		End Date	Magkdaya	SpoteAMook	Data	Rating					
100	_	art Date /15/12	End Date 10/21/12	Weekdays 5	Spots/Week 2	<u>Rate</u> \$2,200.00	Rating 0.00					
27				8 News Now 11p M		11-1135p	MT	:30	2 \$2,200.00LV1	0.00 NM	2	\$4,400.00
21	J	. 01221	_ ; 0/20/12	8 News Now 11p N			. • •		, · · · · · ·		_	
ı	NEWS											
		art Date	End Date		Spots/Week		Rating					
We	eek: 10	/22/12	10/28/12	MT		\$2,200.00	0.00		1 11-1-11	0.05.17	_	***
28	8	10/17/1	2 10/19/12		CM	1135p-1237a	WTF	:30	3 \$850.00LV2	0.00 NM	3	\$2,550.00

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Order / Rev:

35867

Advertiser:

NRSC

Alt Order #:

08802396

Dro

Flight Dates:

10/17/12 - 10/23/12

Estimate:

Product Desc: ISSUE KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End	l Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
				Letterman Letterman									
L	ETTE	RMAN											
18/0	_	art Date	End Date 10/21/12	Weekdays WTF	Spots/Week 3	<u>Rate</u> \$850.00	Rating 0.00						
	8 8	10/22/1	2 10/23/12		CM	1135p-1237		:30	2	\$850.00LV2	0.00 NM	2	\$1,700.00
	_		0,_0,	Letterman		оор . до.			_	••••			•
L		RMAN	End Data	Magledaya	Cnete/Mode	Beto	Poting						
We		art Date /22/12	End Date 10/28/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$850.00	Rating 0.00						
30	8		2 10/19/12	8 News Now 5a N		5-6a	WTF	:30	2	\$1,000.00LV1	0.00 NM	2	\$2,000.00
				8 News Now 5a	∕ I-F								
ı	NEWS St:	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					1	
We		/15/12	10/21/12	WTF		\$1,000.00	0.00					1	
32	8	10/20/1	2 10/21/12	8 News Now 11p		11-1135P	SS	:30	2	\$1,100.00LV1	0.00 NM	2	\$2,200.00
	NEWS			8 News Now Sa/	Su 11p								
·		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
		/15/12	10/21/12	SS		\$1,100.00	0.00			AT 000 0011/4	0.00.1114	1 .	65 000 00
34	8	10/20/1	2 10/20/12	NCAA Football NCAA College Fo	CM nothall	NCAA Colle (10:00 AM-3	ege FooS- 3:00 PM)	:30	1	\$5,000.00LV1	0.00 NM	1	\$5,000.00
C	COLLE	GE FOO	TBALL	140/41 Conege 1		(10.0074111	,						
	_	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	ek: 10	10/20/1	10/21/12 2 10/20/12	8 News Now Sat		\$5,000.00 5-7p	0.00	:30	1	\$800.00LV1	0.00 NM	1	\$800.00
35	0	10/20/1	2 10/20/12	8 News Now Sat		(5:00 PM-5:	_	.00	•	4000.002**	0.00	,	V
1	NEWS											į.	
\Ma		art Date)/15/12	End Date 10/21/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$800.00	<u>Rating</u> 0.00						
36	8		2 10/20/12	Sat 7-8p - ET Wk	ind CM	7-8p	S-	:30	1	\$600.00LV1	0.00 NM	1	\$600.00
				Ent Tonight Wee	kend								
E		EKEND art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	_)/15/12	10/21/12	S-	1	\$600.00	0.00					1	
39	8	10/21/1	2 10/21/12	Face The Nation	СМ	Face The N	lationS	:30	1	\$2,500.00LV1	0.00 NM	1	\$2,500.00
F	FACE	THE NAT	ION	Face The Nation									
•		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
)/15/12	10/21/12	s		\$2,500.00	0.00						A 4 F 40 00
41	8	10/21/1	12 10/21/12	8 News Now Sun 8 News Now Sur	•	5-7p (5:00 PM-5:	S	:30	1	\$1,500.00LV1	0.00 NM	1	\$1,500.00
١	NEWS	;		o news now Sur	1 5-7 p	(5.00 F W-5.	.30 FW)						
		art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
We Spot)/15/12 <u>h Date Ra</u>	10/21/12	S Description		\$1,500.00 t/End Time	0.00 V	Veekdays	Le	ngth Rate	Rtg Type		
1	_			News Now Sun 5			(5:00 PM-5:30 P-			:30 (\$1,500.00			
	S	өө MG 41	.2										
2		8 10/21/1 G for 41.1		News Now Sun 5-	-7p 430	-5p	(4:30 PM-5:00 P-	S	u	:30 \$1,500.00	0.00 NN	1	
43	8		10/21	Sun 7-8n	CM	7-8p	S	:30	1	\$12,000.00LV1	0.00 NM	1	\$12,000.00
43	0	10/21/	12 10/21/12	60 Minutes	OW	7- 0 p	J	.00	•	V.2,000.002v	0.00 11	·	V.2,000.00
6		NUTES				D.1.	D. #					1	
Wa	_	art Date 0/15/12	End Date 10/21/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$12,000.00	<u>Rating</u> 0.00						
44	8		12 10/21/12			5-6a	\$:30	2	\$400.00LV1	0.00 NN	2	\$800.00
		N DO:	NI OT	Eye On Wash/W	all St Jrnl								
·		ON DC/WA tart Date		Weekdays	Spots/Week	Rate	Rating						
We		0/15/12	10/21/12	S	2	\$400.00	0.00						
45	8	10/20/1	12 10/20/12		CM	4-5p	S-	:30	1	\$400.00LV1	0.00 NM	1	\$400.00

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NRSC 35867 Advertiser: Order / Rev: 08802396 **Product Desc:** ISSUE **KLAS** Alt Order #: Flight Dates: 10/17/12 - 10/23/12 Estimate: Rate Pri Rtg Type Spots Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Amount Sat 4-5p Whacked Sports

Rating

0.00

<u>Rate</u>

\$400.00

Whacked Out Sports 2X's

Weekdays

----s-

Start Date

Week: 10/15/12

End Date

10/21/12

Spots/Week

Totals 56 \$81,900.00